



## U.S. DEPARTMENT OF COMMERCE SECRETARIAL BUSINESS DEVELOPMENT MISSION APPLICATION

### Business Development Mission to Japan and Korea

Application Deadline: August 22, 2014

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Information provided to the Department of Commerce in connection with the business development mission may be made publicly available. However, to the extent allowed by law, including the Freedom of Information Act, the Department will withhold any information that it determines to be confidential commercial information, the disclosure of which would be likely to cause Company/Participant substantial competitive harm. To assist in our determination, please identify the information you believe meets those criteria.

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#### APPLICANT INFORMATION

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Salutation: First Name: Middle Name: Last Name: Suffix:

Title:

Street Address:

City: State: Postal Code: Country

Work Phone: Cell Phone: E-mail:

Please provide a biography or short description of applicant background and qualifications. If you prefer, you may attach the applicant biography at the link below. If you attach a biography, please type "see attached".

Biography Attachment

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Contact Name (if different from applicant) or Assistant:

Contact/Assistant Title:

Contact/Assistant Phone:

Contact/Assistant E-mail:

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Additional Applicant if applicable. Please note that this mission is limited to one additional representative per company.

Additional Applicant First Name

Additional Applicant Last Name

Additional Applicant Title

Additional Applicant Phone

Additional Applicant E-mail:

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## COMPANY INFORMATION

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Company Name:

Company Web Site:

Headquarters  
Location:

HQ City:

HQ State:

HQ Country

How would you best describe business characteristics(s)?

Please select all characteristics that apply:

U.S.-Owned

Foreign-Owned

U.S.-Based Operating Unit

8(a) Certified

Minority-Owned

Women-Owned

Veteran-Owned

Other

Identify any parent company(s) if applicant company is a subsidiary:

State of Incorporation:

Annual Sales:

No. of Employees:

How would you best describe your business model?

Please select model(s) that apply.

Manufacturer

Service Company

Distributor

Franchisor

Export Management Company

Trade Association

Other

Identify Company's industry sector(s) you seek to promote on the mission. Include the applications and features that distinguish your product/service from the competition and describe the competitive advantages and unique selling position:

What type of registration or licensing does your product/service require:

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## U.S. Export Content Certification

A company interested in participating in this mission must certify that the goods and/or services it seeks to export through the mission are either produced in the United States, or, if not, contain at least 51% U.S. content. In cases where the U.S. content does not exceed fifty percent, especially where the applicant intends to pursue investment and major project opportunities, the following factors, may be considered in determining whether the applicant's participation in the trade mission is in the U.S. national interest:

- o U.S. materials and equipment content;
- o U.S. labor content and/or U.S. job creation;
- o Repatriation of profits to the U.S. economy;
- o Potential for follow-on business that would benefit the U.S. economy.

Please check the statement that best describes the U.S. content of the product/service to be promoted on this mission:

The company's product/service(s) is manufactured/sourced/produced entirely in the United States.

Some or all of the company's product/service(s) are manufactured/produced/originated outside of the United States but marketed under the name of a U.S. firm and have U.S. content representing at least 51% of the value of the finished good or service as defined in the U.S. national interest statement above.

The company's product/service(s) contains less than 51% U.S. content.

If the percentage of the U.S. content is less than 51% of the value of the finished goods and services please explain why the products and/or services should be considered for promotion during this mission:

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## INTERNATIONAL BUSINESS EXPERIENCE

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How would you best describe your company's international business experience:

Please select the level of export experience that applies best:

New to Export - Never exported to or done business in a a foreign market.

Export Ready - Have an international marketing plan and/or received export training.

New to Market - Currently exporting/doing business internationally, but first entry to target market(s).

Old to Market - Currently exporting or doing business in the target market(s).

Are you currently working with a U.S. Department of Commerce office or U.S. Embassy?

Yes

No

If yes, please provide the office name (e.g., USEAC, MBDA, Advocacy Center, etc), location and the names of the specialist you are working with:

Is your product/service(s) currently sold overseas and/or does your Company/Organization have investments in overseas markets?

Yes

No

If yes, provide a brief description of the company's overall international activities. Please include specific information, including aggregate or country-specific export dollar values, if you are active in the countries(s) and/or region targeted by this mission:

Describe how your product/service(s) is typically sold, distributed and marketed in the United States and overseas (if applicable)?

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## MISSION-RELATED INFORMATION

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To assist the Department of Commerce in determining your objectives for the mission, please identify your top objectives for participation in the mission.

Select all that apply:

- |                                    |                                    |
|------------------------------------|------------------------------------|
| Exposure to new business prospects | Product testing or market research |
| Finding a sales representative     | Finding licenses                   |
| Finding a distributor              | Finding a joint venture partner    |
| Immediate Sales                    | Information on a major project(s)  |
| Advocacy for major project(s)      | Government meetings                |
| Other                              |                                    |

Does your company currently have representation in the countries(s) and/or region targeted by this mission?

Yes

No

If yes, is the representative arrangement exclusive?

Yes

No

Is your representative/partner aware that you are applying to participate in this mission:

Yes

No

Describe any preferences, requirements, or pre-qualifications ideal prospects must have (e.g., English language ability, size of company, regional coverage vs. individual country coverage, investment capability, technical ability of sales force, etc.):

Provide a brief description of how your participation is consistent with the goals/objectives of this mission, as set forth in the mission statement:

In one or two sentences how you would define success from your participation on this mission:

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## **CERTIFICATIONS**

Are the products and services that the company wishes to export during or as a result of the mission in compliance with U.S. export controls and regulations:

Has the Company/Organization identified to the Department of Commerce for its evaluation any business pending before the Department of Commerce that may present the appearance of a conflict of interest:

Has the Company/Organization identified any pending litigation (including any administrative proceedings) to which it is a part that involves the Department of Commerce:

By selecting agree below, the applicant certifies that the company and its affiliates (1) have not and will not engage in the bribery of foreign officials in connection with company's/participant's involvement in the mission, and (2) maintain and enforce a policy that prohibits the bribery of foreign officials.

By selecting agree below, the company certifies that the information provided in the application is true and correct.

Name and Title of Individual completing this application form:

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## **ATTACHMENTS**

If you would like to include an additional information that you would feel would be useful to the Department of Commerce in the decision process, please feel free to attach supporting documents below.

Attachment

Attachment

Attachment

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## **DISCLOSURES**

The U.S. Department of Commerce is authorized to collect this information under 15 U.S.C. 1512, Reorganization Plan No. 3 of 1979 (5 U.S.C. Appendix 1). We use this information to determine whether or not the applicant should be selected to participate in the business mission, as set forth in the mission statement.

Although you are not required to respond, no agreement may be concluded for the company's participation in a U.S. Department of Commerce business mission unless a completed Business Mission Application has been received. If information is not provided, the Department may either reject the application or take the lack of information into account when it evaluates the applications relating to the mission.

The Paperwork Reduction Act of 1995. Public reporting for this collection is estimated to be 30 minutes per response, including time to review instructions, search data resources, gather data needed, and complete and review the information collection. Notwithstanding any other provision of law, no person is required to respond to nor shall a person be subjected to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for improving this form or reducing this burden, to: Reports Clearance Officer, Office of the Secretary, U.S. Department of Commerce, Room 6611, 14th Street and Constitution Avenue, N.W., Washington, DC 20230.